• Week of Welcome (WOW), administered by New Student Programs, comprises a series of events that take place each year before classes begin in August to provide all students with opportunities to meet other students, have fun, and become a part of the WSU community.

• WOW is aimed at supporting students’ transition and retention at WSU.

• A total of 299 undergraduate students participated in the WOW 2013 survey.

• Results indicate that WOW has achieved some of its goals:
  o Assisting students in developing a relationship with the campus community
  o Promoting awareness of educational and co-curricular opportunities
  o Laying the foundation for civic engagement
  o Creating an environment that promotes positive attitudes
  o Providing active and engaging events for students.

• Some program goals were not measured in the initial assessment:
  o Assisting the development of identity
  o Laying the foundation for scholastic engagement
  o Creating an atmosphere that minimizes anxiety and stimulates an environment for learning, and
  o Providing healthy events for students.

• Recommendations are to create a logic model, collect baseline data, collect student ID numbers, collect follow-up date at the end of Fall and Spring semester, and use different methods to increase survey participation.

“...really fun and interactive and really made me fall in love with WSU and see that it’s not boring and we aren’t just a party school but a great community!”

<table>
<thead>
<tr>
<th>Students’ top three positive responses for the impact of overall WOW events</th>
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<tbody>
<tr>
<td>Familiarizing students with campus layout</td>
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<tr>
<td>Helping students get involved on campus</td>
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<tr>
<td>Making students’ transition easier</td>
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Figure 1. Main results: Students’ top three positive responses for the impact of overall WOW events
WOW 2013, scheduled from August 10 to August 22, featured more than 100 events targeting new and returning students. The aim of the evaluation was to assess whether WOW met its four primary goals: 1) assist the development of an identity and a relationship with the university, specific colleges and departments, peers, staff and community; 2) promote awareness of educational and co-curricular opportunities and laying the foundation for scholastic and civic engagement throughout college; 3) create an atmosphere that minimizes anxiety, promotes positive attitudes, and stimulates an environment for learning; and 4) provide healthy, active and engaging events for students as they adjust to college life in Pullman.

New Students Programs sent an email to all new students in the second or third week of Fall semester classes inviting them to take the WOW 2013 survey, and offered Bookie gift cards as incentive for participation. A total of 299 undergraduate students participated in the survey.

The survey included questions about overall WOW programming as well as specific WOW events. Students rated their impressions of WOW on a 5-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). Students could also choose a “not applicable” response if they thought the questions were not applicable to them. For reporting purposes, we have combined “agree” and “strongly agree” to form a “positive response” category. In this report, we focus on findings related to general WOW programming, including student attendance at various WOW events.

### EVALUATION FINDINGS

#### Overall impact of WOW events

To assess the overall impact of WOW events, students were asked whether they agreed with a list of statements related to attending WOW events. A majority of students benefitted from attending WOW events as indicated by their positive response to the statements (Figure 3).

#### Student attendance at WOW social events

A majority of students attended social programs and events (80%). Figure 4 provides attendance information on five most attended programs and events. Most of the students who attended the programs thought they were “fun” and “cool”.

![Figure 2. Participant demographics](image)

![Figure 3. Students’ positive response for overall WOW events](image)

![Figure 4. Student attendance at social events](image)
Student attendance at WOW live performances

More than half the students attended live shows (64.3%) and most of them reported enjoying the performances. Student suggestions for future events: start concert when it is darker outside, increase the volume, provide food, and not cancel the event when it rains.

.student attendance at UREC programming

Majority of students did not attend any UREC events (74.5%). Many of them reported that they would have attended these events had they known about them. Those who attended UREC events mostly had a positive impression.

DISCUSSION

Results indicate that WOW has achieved some of its goals: 1) assisting students in developing a relationship with campus community; 2) promoting awareness of educational and co-curricular opportunities; 3) laying the foundation for civic engagement; 4) creating an environment that promotes positive attitudes; and 5) providing active and engaging events for students.

Some of the goals were not directly measured by the evaluation: 1) assisting the development of identity; 2) laying the foundation for scholastic engagement; 3) creating an atmosphere that minimizes anxiety and stimulates an environment for learning; and 4) providing healthy events for students.

RECOMMENDATIONS

1. Create a logic model to aid in the evaluation and planning process.
2. Collect baseline data so that program evaluators can measure change in students’ outcomes resulting from program participation.
3. Collect student IDs so that students can be followed longitudinally and WOW’s effect on students’ transition and retention can be studied.
4. Collect follow-up data at the end of Fall and Spring semester so that the evaluation can measure whether student outcomes have changed over time (e.g., scholastic or civic engagement).
5. Use different methods to increase survey participating such as partnering with residence halls, adding the survey link in the WOW app, and using incentives that are popular among students.

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